THE TOURISM AS A DEVELOPMENT INVESTMENT IN LESS DEVELOPED REGIONS: NETWORK BEHAVIOR OF DIFFERENT CITIES

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Abstract

Tourism industry has been used to create new employment opportunities by increasing the business capacity and to provide economic growth in Turkey. But most of the tourism investments have been located in relatively more developed western and southern regions, which are ecologically sensitive coastal areas. It is known that there are important disparities between socio-economic development levels of different regions and tourism industry can be a planning investment in revitalizing the less developed areas. Turkey is a very large country, it has very much climatic regions and natural resources and as it is a place of meeting of many cultures and religions throughout the history, it owns a very rich cultural and archaeological inheritance. In this framework, it is possible to make tourism investments in such fields as urban tourism, sea-sun tourism, winter tourism or religion based tourism. The urban tourism that is able to attract tourists in any season has a very widespread potential in the country and provides us with substantial opportunities for the provinces with only one tourism option such as winter tourism. From 1980s so far, there has been discrete developments thanks to efforts of local governments, the association of tourism investors and the Ministry of Tourism. The Law for Tourism Encouragement enforced in 1982 defined the terms ‘tourism region’, ‘tourism area’ or ‘tourism center’ and provided such concepts with a legal definition and determined the systems of encouragement and means of application in these fields. In establishing these regions, areas and centers, the country has been taken as a whole with its natural, historical, archaeological, socio-cultural and tourism values as well as winter, hunting and water sports, health tourism and religion based tourism potential. But a means to create network by combining different types of tourism and creating a synergy in tourism sector by means of cooperation between the cities has not been followed so far. Combining these different types of tourism and providing cooperation between cities will create a synergy in tourism sector in less developed areas. This study tries to answer the question of which cities can be grouped as a network to cooperate based on tourism industry regarding their tourism potential. In this study using cluster analysis and factor analysis cities are grouped according to their socio-economic development levels. The results of cluster analysis indicate that western-southern, middle-northern, and eastern-southern regions are three major development levels. According to the factor analysis, the provinces grouped in 4 different levels of development in relation to different factors. These spatial settings in Turkey’s geography show as to which regions would respond the investments to be made in a shorter period. As the country is very large, the attractive points with a high tourism potential, other than those in the developed regions should be determined and a synergy between the settlement zones should be established in an effort to increase the productivity. It would be possible to coordinate the infrastructure investments to take place in the cities and to define the short, medium and long-term investments with this study.

INTRODUCTION

Turkey's tourism economy which has made considerable attempts particularly after 80s thanks to emerging and spreading of mass tourism throughout the world is particularly based on mass tourism covering sea, sand and sun travels and awarded incentives to the projects located in Aegean and Mediterranean coasts in the following years it did its best to develop the environment friendly means of tourism and then to prevent concentration of tourism in same regions and to spread it to the entire country. As a matter of fact spreading the touristic activities throughout the year became a necessity. After 1992, the new investments to South and West Anatolia coasts were not supported, rather efforts were directed to ensuring tourism variety (Eraydın,1997). In addition to high plateau, thermals, winter, cultural and religious tourism, also trekking, rafting or similar activities were in the agenda. The Ministry of Tourism stated the new targets of Turkish tourism in 1994 that the tourism would not only consist of sea, sand and sun, but it should have a focus on four seasons and seven regions of Turkey (Ministry of Tourism, 1994)

Consistent with the policies to ensure tourism variety and spreading tourism activities throughout out the country, efforts to find natural, historical, archeological and cultural resources in different regions of Turkey are continuing. As far as Turkey's national development plans are concerned, although correct and consistent targets have been established within the policies adopted so far, most of these policies could not be enforced properly.

Turkish tourism industry, particularly in the 2000s, began following the developments in the world touristic activities and realized that the approaches that are parallel to the latest developments in the world should be adopted. These approaches emphasize the importance of the urban regions, which have gained a clear dimension in the world after the 90s and contained many forms of tourism where the touristic products are a current potential. In the 2000s the importance of urban areas in tourism development is realized in Turkey. This can be understood from planning studies, which target urban areas, and research studies made on cities and their environments.

With regard to tourism strategies cities should be evaluated within rural areas, natural, historical and archeological sites and neighboring cities; that is they should be evaluated within an urban system, as well as they are regarded on their own characteristics. Such an approach will provide tourists belonging to different age and income groups or interests with the opportunity of combined tours and alternative tours and develop the city's economy in relation with the other neighbor cities. Increasing quality of life in the city and maximized tourist pleasure will be beneficial both for the city residents or visitors. The transportation or accommodation infrastructures needed in any city are also among the needs of tourists.

Departure point of the present study is the idea of developing strategies aimed at using tourism in Turkey as a means of consistent growth and development of the country. Given tourism's potential as a means for promoting growth and creating employment, this study tries to determine city dwellings that can constitute a network in terms of infrastructure investment coordination. While doing this socio-economic development levels and tourism potentials of the cities are respected. Investments in the short-medium and long term can also be determined in this way.

CHARACTERISTICS OF TURISM SECTOR IN TURKEY

From the point of productivity, competition and sustainability, which are considered as the fundamental conditions of development in Turkey, a new vision for tourism should be established in line with these principles (The Ministry of Culture and Tourism, 2004).

Turkey ranks 16th among the mostly visited countries according to 2002 data. (Table 1). Its share within the total touristic potential is 1.82%. The same rate was 1.05 in 1992. In spite of two gulf wars, terror events, 9/11 and earthquakes since 1990, the increase in this figure shows that Turkey has a potential for tourism yet, when the current position of tourism activities are compared with Turkey's resources at hand, it becomes clear that the potential satisfied fully could not. Parallel to this, it's frequently stated that Turkey is not at the place it deserved in the world's tourism market and the economic revenues of tourism is much less than it should have been.

Table 1: World Top Destinations

Million					
Rank	**Destination**	**Tourist arrivals**	**2000/2001 change**	**2002/2001 change**	**Share (%) 2002**
1	France	77,012	-2,6	2,4	10,96
2	Spain	51,748	4,6	3,3	7,37
3	USA	41,892	-11,9	-6,7	5,96
4	Italy	39,799	-3,9	0,6	5,66
5	China	36,803	6,2	11	5,24
6	UK	24,18	-9,4	5,9	3,44
7	Canada	20,057	0,3	1,9	2,85
8	Mexico	19,667	-4	-0,7	2,8
9	Austria	18,611	1,1	2,4	2,65
10	Germany	17,969	-5,9	0,6	2,56
11	Hong	16,566	5,1	20,7	2,36
12	Hungary	15,87	-1,5	3,5	2,26
13	Greece	14,18	7,3	0,9	2,02
14	Poland	13,98	-13,8	-6,8	1,99
15	Malaysia	13,292	25	4	1,89
16	Turkey	12,782	12,5	18,5	1,82
17	Portugal	11,666	0,6	-4,1	1,66
18	Thailand	10,873	5,8	7,3	1,55
19	Switzerland	10	-1,8	-7,4	1,42
20	Netherlands	9,595	-5	1	1,37
21	Russian Federation	7,943	5,3	7,3	1,13
22	Saudi A	7,511	2,1	11,7	

TURSAB, 2002

Turkey's tourism is very much affected by domestic and international political developments. The factors on which Turkey's tourism depend; put a fragile dimension into tourism. Parallel to the purpose of the study, the problems of Turkish tourism can be defined as follows:

Seasonal dependence: This is, concentration of tourism in certain seasons rather than spreading through 12 months. Because sea-sun-sand (leisure) tourism is intense in Turkey, there is a concentration in summer months (Table 2).

Table 2: Distribution of nights spent by months in Turkey-2002

Nights spent						
Months	**Foreign**	**Share**	**Citizen**	**Share**	**Total**	**Share**
JANUARY	792 803	1, 83	850 666	5, 596	1 643 469	2,81
FEBRUARY	981 610	2, 266	1 060 304	6, 975	2 041 914	3,49
MARCH	1 796 250	4, 147	999 401	6, 574	2 795 651	4,78
APRIL	2 622 282	6, 054	1 115 291	7, 336	3 737 573	6,39
MAY	4 699 051	10, 849	1 210 421	7, 962	5 909 472	10,10
JUNE	4 998 502	11, 541	1 369 903	9, 011	6 368 405	10,88
JULY	5 799 772	13, 391	1 982 568	13, 041	7 782 340	13,30
AUGUST	6 620 941	15, 286	1 985 861	13, 063	8 606 802	14,71
SEPTEMBER	6 577 496	15, 186	1 412 805	9, 293	7 990 301	13,66
OCTOBER	5 274 196	12, 177	1 250 494	8, 226	6 524 690	11,15
NOVEMBER	2 000 242	4, 618	846 811	5, 57	2 847 053	4,87
DECEMBER	1 149 353	2, 654	1 117 920	7, 354	2 267 273	3,87
TOTAL	43 312 498	100,	15 202 445	100,	58 514 943	100,00

Ministry of Tourism, 2002

The numbers of visitors to Turkey for the purpose of sea-sand-sun (leisure) tourism are higher while the number of visitors coming to Turkey for other purposes, especially for congress tourism, are relatively low. Table 3 gives the distribution of the international visitors according to the purpose of their visit. The share of cultural tourism is only 8.3%.

Table 3: Distribution of trip purposes of international visitors by years in Turkey

Trip purpose (%)				
	1998	**2001**	**2002**	**2003**
Total	100	100	100	100
Leisure	54,84	52,27	57,19	56,32
Culture	9,78	9,17	9,1	8,31
Sports	1,14	1,28	1,16	1,3
Visit relatives-friends	5,26	7,94	8,78	6,96
Health	0,47	0,97	0,74	0,86
Religion	0,34	0,31	0,54	0,49
Shopping	4,15	8,29	6,8	8,03
Conventions	1,65	2,4	2,11	2,48
Business	0,37	5	5,12	6,05
Trade relations-exhibitions	13,86	5,03	3,37	3,69
Transit	0,64	3,08	2,27	1,99
Education	7,76	0	0	0,66
Other		4,27	2,82	2,86

SSI, 1998, 2001, 2002, 2003

Seasonal dependence causes closing down of the businesses in certain periods and prevents preservation of consistency in the prices and reduces the competitive edge and touristic revenues. Although Turkey has a cultural tourism potential equal to at least its holiday tourism, sea, sand and sun trio takes much of the share. This situation causes regional dependence in supply as well as in demand and some provinces go in the front. Antalya and Mugla provinces create more than half of touristic movements. Antalya and Mugla appear as poles of tourism in Turkey. 62% of the total nights spent in Turkey are made in these two provinces (Table 4).

Table 4: Nights spent by provinces

Provinces	**Nights spent**	**Share**
Antalya	28126706	48,07
Muğla	8158890	13,94
Total	36285596	62,01
Turkey total	58514943	100,00

Ministry of Tourism, 2003

Seasonal dependence also prevents continuity in employment and proper employee registration employees. Overcoming seasonal dependence can be through putting variety into tourism. By offering alternative tourism forms, the means to reduce seasonal dependence should also be developed. With regard to supply, certain regions come to the fore while the touristic potentials of other regions cannot be used. Two thirds of Turkey's existing bed capacity is concentrated in the coastal zones. As a result of this, 70% of tourism takes place in the coastal regions. The accommodation facilities ratio in the Black Sea and the entire Anatolian region is only 18% of the total bed capacity. In 1980, the number of visitors to Turkey was only 1.228.060; this has increased 8.5 times in 2000 reached to 10.128.248 people. Revenues from tourism was 326 million USD in 1980 and climbed to 7.636 million USD. Share of tourism activities within the economy is also low when compared to the other countries in the Mediterranean basin tourism activities constitute 6.9% and %8 of the general employment in Greece, Italy and Spain, respectively. In Turkey this figure is a mere 3%. In the 1990-2000 period Turkish tourism realized an increase of 12.2% and doubled the world's average. (II. Tourism Council, 2002)

Table 5 shows the visit purpose of international visitors. As the price being the important reason, indicates that tourism does not have a very competitive edge. As seen in table 5, international visitors consider cheap price as the most important factor in visiting Turkey. Turkey resembles China's position in the manufacturing sector in this sense both grow thanks to their competitive prices, rather than brand and quality products. In the recent years Turkish Tourism has become a name for former Eastern

Block and UIS countries, but this is not sufficient. Although each year, good touristic facilities are opening up, we have also facilities that are problematic and unqualified with regard to architectural requirements. All-inclusive offers have many benefits for planning. It also is a very good opportunity for tourists with children. But this service reduces the mobility coefficient within the settlements, in other words, tourists are unable to leave the hotel and the trade in the city market decreases.

Table 5: Distribution of visit purpose of international visitors

The factors for choosing Turkey (%)	
Cost	25%
To know Turkish community	% 20
Cultural activities	15%
To know Turkey	19%
Low cost of shopping	15%
Business relations	6%
Different products	3%
Turkish cuisine	2%

Ministry of Tourism, 2003

Another problem in Turkish tourism is the **regional dependence with respect to tourism demand.** This might be explained as high amount of visitors coming from same countries. Economic problems in these countries bilateral political problems directly affect tourism. Even if the bilateral problems are resolved, restoring the former prices take very much time. Table 6 shows the distribution of the international visitors nights spending in Turkey in 2002. When the cold war was over after 1990, former Eastern Block countries entered into the tourism market and this reduced regional dependence. Particularly Russians are a significant potential market for Turkish tourism. Russians are not concerned with terrorist events, as do their western counterparts. Because of this, advertisements targeting Russia is prominent particularly at these times of crisis. The share of Turkey from distant countries is considerably small. As the distance grows, cultural aspects rather than resting. Turkey has a focus on sea-sand-sun tourism rather than cultural tourism; this reduces visits from farther countries. For example, Cappadoica is a significant place with regard to cultural tourism and it can attract visitors from many countries including Japan and US. Particularly for Antalya and Muğla to attract visitors from farther countries, their share in alternative tourism means, primarily in cultural tourism, should be increased.

Table 6: Distribution of nights spent by nationality

	Nights spent	Share
	2002	2002
Germany	17 830 614	41,17
Austria	1 690 622	3,90
France	2 374 963	5,48
UK	2 315 991	5,35
Ireland	188 752	0,44
Spain	414 530	0,96
Italy	822 933	1,90
Portugal	39 770	0,09
Greece	238 256	0,55
Czech Republic	223 456	0,52
Switzerland	685 049	1,58
Poland	327 570	0,76
Hungary	115 533	0,27
Belgium	1 845 462	4,26
Holland	3 009 254	6,95
Luxemburg	27 331	0,06
UIS	4 886 848	11,28
Denmark	270 392	0,62
Finland	112 073	0,26
Sweden	361 801	0,84
Norway	185 916	0,43
Scandinavia Countries	933 542	2,16

Ministry of Tourism, 2002

The origin of the international visitors to Turkey is mostly Europe and a significant mutual relation is the case. Within 10 countries with highest market share in Turkish tourism other than USA, CIS and Japan, European countries are dominant. Either for accommodation or for the number of nights spending, particularly UK, CIS, USA and Japan are expanding markets. Especially after 1980, the numbers of tourists and tourism revenues have increased acceleratingly and Turkey has realized an important touristic potential in EU countries but when compared to other Mediterranean countries, this increase does not seem to reach to a sufficient level. Tourists mostly prefer airway to visit Turkey. As table 7 reveals, 71.7% of the total tourists arrive in Turkey by planes, while mostly high-income level visitors prefer seaway.

Table 7: Distribution of transportation modes of international visitors arriving in Turkey

	1998	2001	2002	2003
Airway	68,69	72,81	75,37	71,73
Highway	18,75	16,92	18,61	20,73
Railway	1,17	0,48	0,42	0,45
Seaway	11,39	9,79	5,61	7,08

Ministry of Tourism, 1998, 2001, 2002, 2003

STRONG AND WEAK ASPECTS IN TURKISH TOURISM

Strong Aspects

- It contains features from many civilizations
- Natural environment offers alternatives and has historical foundations
- An exotic composition and agreement of east and west is offered
- Natural resources, for thermal tourism
- Rich potential for eco-tourism
- Ports suitable for sea tourism
- Rich potential for underwater tourism
- Strong infrastructure for sports tourism
- High potential for religious tourism
- Hospitality of people
- Turkish cuisine ranks within 4 top in the world
- Variety of shopping
- Existence of regions, which are not offer to tourism yet
- Easy access to the largest tourism markets
- Turkish tour operators who are competing worldwide
- Airports are renewed and are able to satisfy the requirements
- A well educated labor for tourism sector
- Undiscovered particularly by overseas markets

Weak Aspects

- Extra 500 thousand new beds offered in Mediterranean each year
- New destinations join to the world tourism market
- Trans-national tourism slides to Eastern Asia Pacific region and their seas are attractive and exotic for European travelers
- Competing countrys' making use of EU funds
- Turkey is in a critical location for politics and is influenced by terror
- Devaluations due to economic bottlenecks, value gaining or reducing of TL thereafter
- Political destabilization
- Negative propagandas in abroad influencing the country image
- High VAT rates

- Increasing monopolization of tours in Europe
- The pressures and threats of the tour monopolies on costs
- The most important competitive edge is its lower costs
- Irregular urbanization
- Lesser advertising budgets
- Its failure to spread tourism to 12 months
- Its failure to use its tourism variety
- Its failure to make use of sea transport potential
- Coast provinces have broken relations with the inner provinces
- Low number of marinas
- Blue flagged beaches are less than the competing countries and are not able to preserve their standards
- Insufficient share from yacht tourism
- Insufficient share from cruiser tourism
- Inability to attract potential from Muslim countries

(II. Tourism Council, 2002)

DESIGNATED HOMOGENOUS REGIONS FOR DEVELOPMENT AND VARIATION OF TURKISH TOURISM

The first priority of Turkeys 2010 tourism vision is to emphasize the cultural variety and richness of Turkey. (Ministry of Culture and Tourism, 2004). As a tourism country Turkey has more than sea, sand and sun triangle, and correct investments should be encouraged for turning such potential into a marketable product. Primary touristic products of Turkey should be developed in line with the new trends of the world and the touristic concentration in the coastal regions should be drawn to the internal Anatolia and spreaded to the country. The infrastructure investments such as highways, airports, railways which serve very much to tourism should be developed and strong socio-economic and physical connections between various cities of Turkey should be established.

In consideration of the problems of Turkish tourism and its potential, 4 strategies could be established (II. Tourism Council, 2002).

These 4 strategies could be listed less costly one to the most costliest as follows:

1. Maintaining the market share: targeting current markets using current products
2. Market development: targeting new markets using current products
3. Product development: developing new products to current markets
4. Variation: offering new products to new markets

This ranking also ranges the strategies from short to long term. It should be noted that these studies are not mutually exclusive. The object of this study is to introduce new products to new markets with the purpose of eliminating regional and seasonal dependence. The main aim of the study is to guide future studies by showing which designated homogenous areas and poles should be introduced to the market in short, medium and long terms. Accordingly, 81 provinces of Turkey were analyzed using 10 different variables and at the end of the cluster analysis, homogenous regions were formed from the provinces contained in the same cluster, and new poles were offered in consideration of the potentials of such regions.

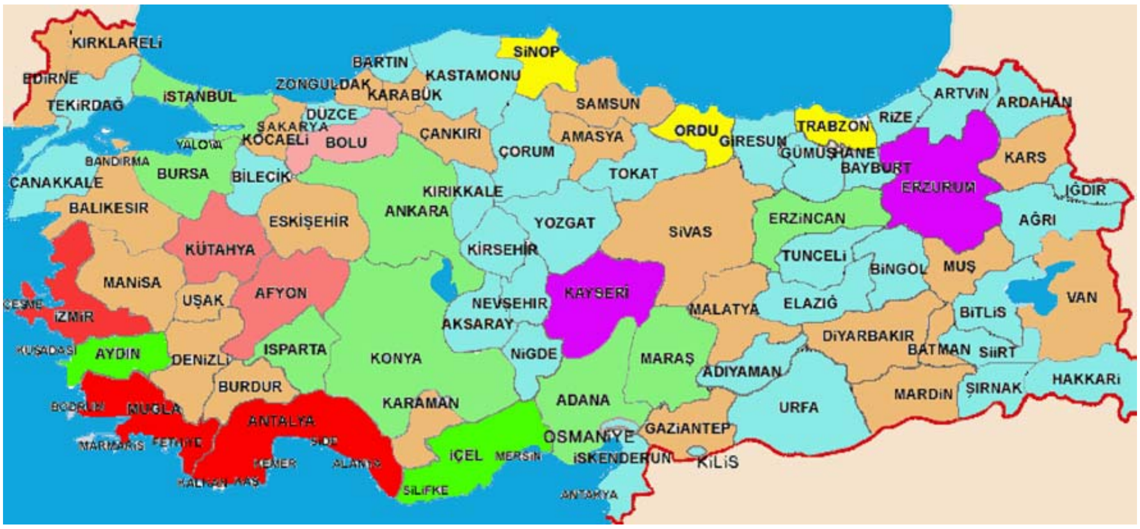
The variables used in shaping the Homogenous Regions:

- Archaeological potential
- Natural resources
- Historical and cultural resources (mosques, palaces, churches etc.)
- Railway connections
- Number of airports
- Nights spent of international visitors
- Sea-sun-sand (leisure) tourism potential
- Thermal tourism potential
- Eco and rural tourism potential
- Winter tourism potential

Homogenous regions

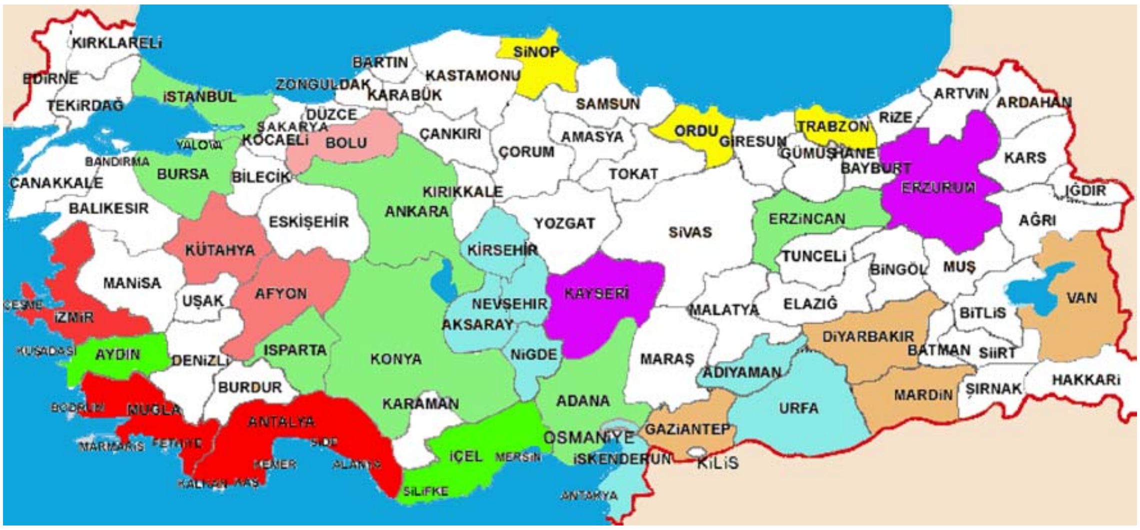
In accordance with the stated variables, the homogenous regions consisting of the provinces with similar potentials are shown in the map 1. The forecoming provinces according to the potentials they own and their characteristics can be summarized as follows (map 2).

Map 1: Regions with Similar Characteristics and Potentials According to the Cluster Analysis



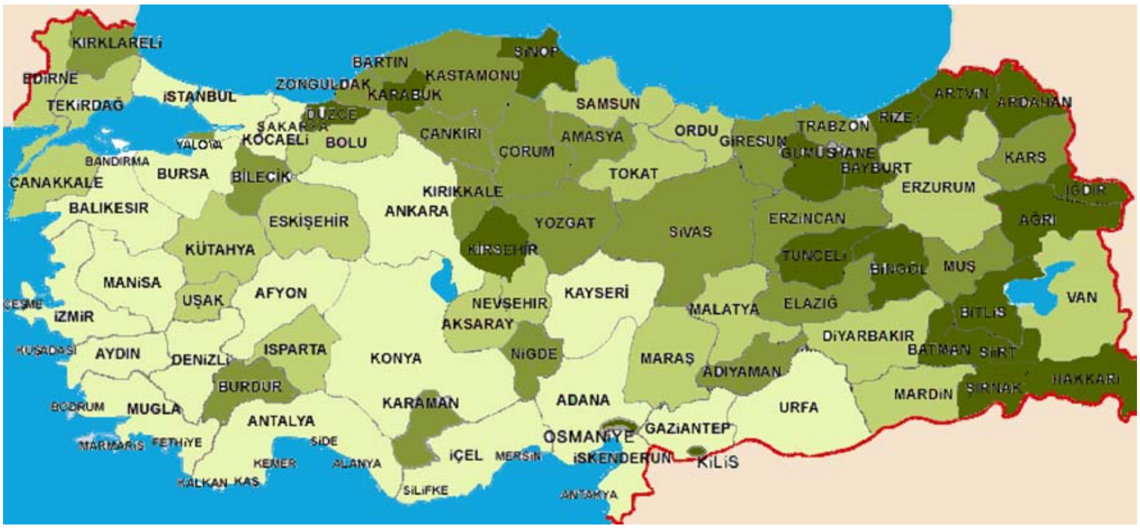
Antalya-Muğla: Being the main destinations of Turkish tourism and holding a considerable share in touristic activities in Turkey, they contain many forms of tourism primarily sea-sun-sand tourism. **Kütahya-Afyon:** These two provinces with strong thermal tourism plants and resources as well as differing natural resources do have a potential targeting domestic tourism. **Izmir:** One of the major cities of Turkey with a considerable function either in domestic or international tourism and a cultural and religious tourism potential, it has a very significant position. **Bolu:** As it is close to Istanbul i.e. the most significant center of Turkey, and differing with its natural resources, Bolu is dominant in the domestic market with its winter tourism and eco-tourism opportunities. In addition to those, it has thermal touristic resources. **Istanbul** is always in the foremost position with regard to Turkey's relations with the international communities and it has a very different significance and potential within the Turkish tourism and is a primary destination with its infrastructure and unique cultural resources and always writes the agenda of Turkish tourism within touristic planning and marketing strategies. The other prominent urban destinations are **Ankara, Bursa, Konya, Isparta, Adana** and **Erzincan.** These important places with historical and cultural richness are important for Turkish tourism with their urban developedness as well as the existence of their touristic infrastructures. But the urban destinations other than Istanbul always have a word in the domestic tourism market. **Kayseri** and **Erzurum** attract winter tourists; **Sinop, Ordu** and **Trabzon** offer high plateau tourism while **Hatay, Sanliurfa, Adiyaman, Mardin, Diyarbakır and Antep** interest cultural tourists and **Van** interests eco-tourists. But these provinces seem to get a share from the domestic tourism activities. **Aydın** and **Mersin** are the most important coastal tourism centers of Turkey preceded by Antalya, Mugla and Izmir. Cappadocia, with its different geographical features and unique cultural resources within Turkish tourism turn the whole region into a center of attraction rather than the province containing it. The provinces in the region are **Nevsehir, Aksaray, Nigde, Kayseri** and **Kirsehir.**

Map 2: Provinces with Significant Tourism Potential



For the purpose of determining the development levels of the provinces, agricultural production, tourism and business services are main inputs to factor analysis and their geographical distributions according to levels are given in Map 3. (Gocer, 2002). The provinces with higher tourism income are concentrated in Marmara, Aegean and Mediterranean regions of Turkey. With regard to factor of tourism and business services, Antalya, Izmir, and Mugla rank in the top 3 (Gocer, 2002).

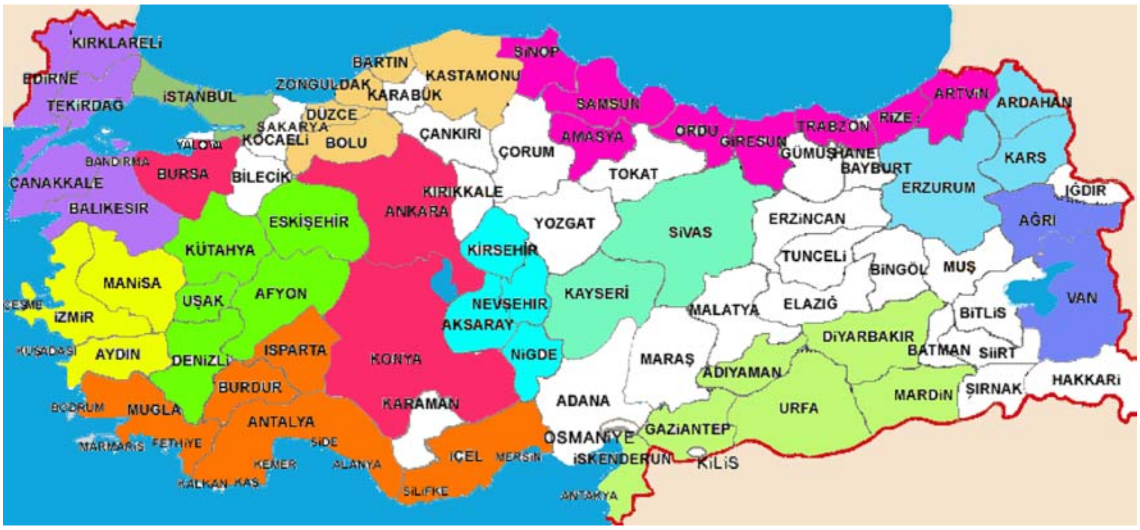
Map 3: Categorical Geographical Distribution of Provinces According to Tourism Business Services Factor*



*Regional development level decrease, as the color gets bolder

Related to the tourism potentials and development levels certain spatial clusters have occurred. Accordingly provinces that may be organized as networks have been determined (Map 4) (Table 8).

Map 4: Designated Homogenous Regions and Provinces According to Spatial Clusters, Tourism Potentials and Development Levels



Turkey's considerable potential that can currently be offered to international tourism are Antalya-Mugla, Izmir, Cappadocia, Southeast and Istanbul destinations. These at the time being are the most important trumps of Turkey for international markets and get a considerable share from tourism. In this study we propose developing the centers which are important with regard to progress and putting variety into tourism in compliance with the level of socio-economic development as well as the current infrastructure opportunities. For that purpose, Antalya and Mugla, the busiest cities of tourism in Turkey, should be taken into account along with Mersin, Burdur and Isparta which will of course provide the opportunity to transfer the concentration to the north and east and this will in turn stimulate a larger demand, additionally demand can be shifted to the interior parts in the north and to the eastern coastline. The concentration in Izmir, another important coastal and cultural center and Aydin, which also has a significant position in the coastal tourism may be balanced with the common potentials of these two centers and Manisa would also gain a share as it is close to Izmir (table 8) (Map 4). The Cappadoica and Southeast regions and Istanbul are also important touristic centers as for introducing a variety into tourism and spreading it to 12 months. Earning of the desired share by these destinations will be possible with strong infrastructure investments as well as correct advertising policies.

Within this study, the provinces which should be evaluated with regard to their potentials for increasing their touristic potentials are the ones addressing to domestic tourism at the time being, yet would-be important ones for international tourism with their current potential. Although these centers are unable to integrate with Turkey's international touristic activities, in the short terms they are very important as they are close to the most significant touristic centers of Turkey. They should therefore be included in the medium term planning and advertising policies (map 5).

As it is mentioned above the provinces to be promoted in the short term are already the most popular destinations. The priority should be to make these centers use their current capacities in full and not for a limited period of time but through the whole year. In this way transportation infrastructure should be re-examined and reinforced accordingly.

The centers, which might be offered by Turkey to international tourism markets in the long term, are also important for introducing a variety. But the infrastructure in these centers is insufficient even for domestic tourism and such centers do need a strong advertising and marketing strategies. The Eastern Black Sea destination has picturesque, a different settlement format and socio-cultural richness but due to physical conditions, it is hard to reach and lacks infrastructure. Kayseri and Erzurum provinces are important winter destination addressing to domestic tours, they are important for integrating with the potentials of the adjacent provinces and increasing their attractiveness and tourism opportunities. Van and Agri do have a notable eco-adventure (rafting-trekking etc.) touristic potential and natural resources but they are insufficient for touristic development as they lack infrastructure.

Map 5: Stages for Planning Process of Designated Regions

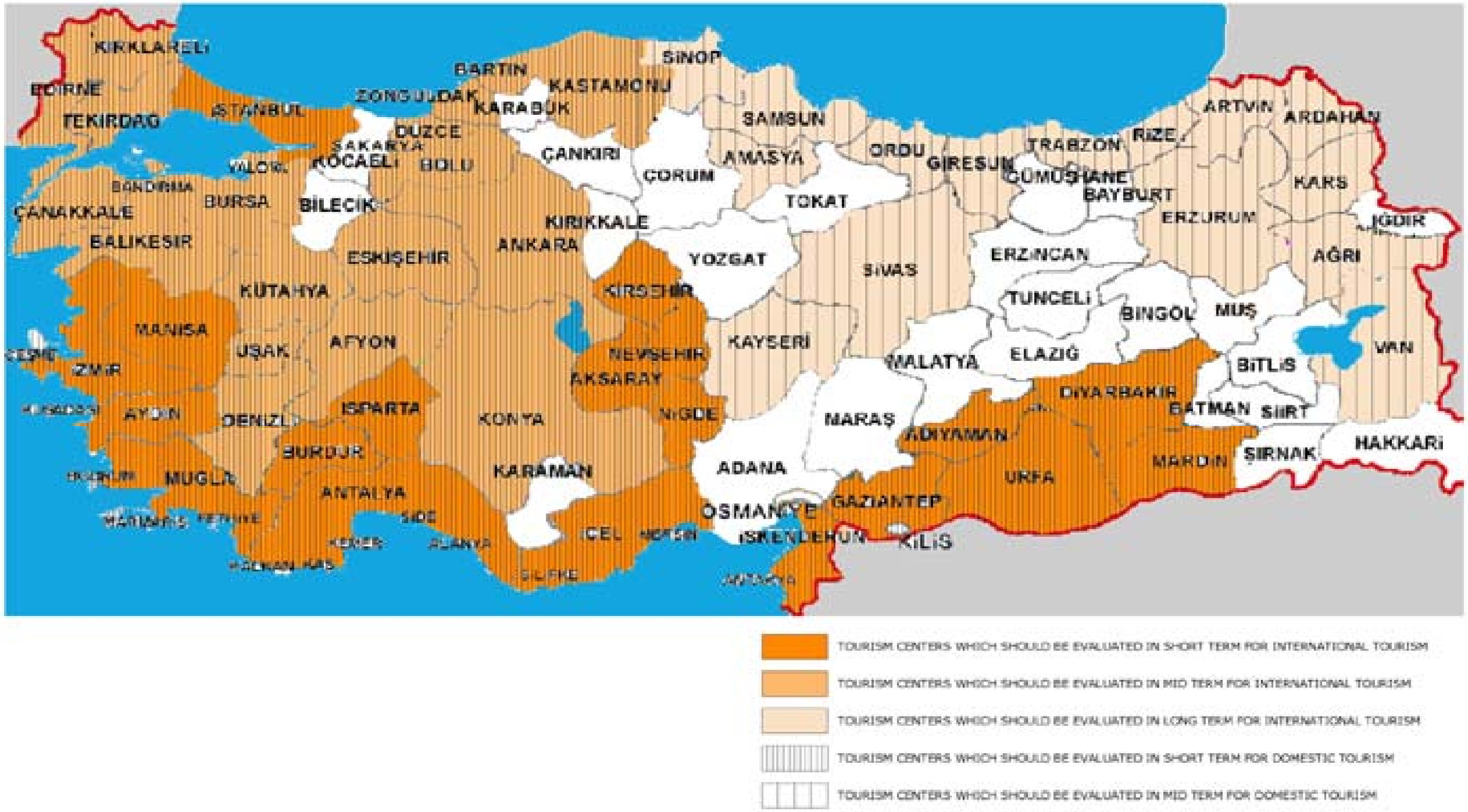


Table 8: Tourism Regions in Turkey, which Proposed for Development and Variation of Turkish Tourism in Short and Long Term

PROVINCES	TOURISM POTENTIALS	TRANSPORT CONNECTIONS	TOURISM FORMS	PLANNING PROCESS
AFYON **KÜTAHYA** **DENİZLİ** **UŞAK** **ESKİŞEHİR**	Thermal Thermal Culture Culture Thermal	Railway Railway Airway-railway Airway-railway Railway	The center of Thermal tourism	Short term-domestic Middle term-international
ANTALYA **MUĞLA** **BURDUR** **ISPARTA** **MERSİN**	Sea-sun-sand-winter-plateau- eco-adventure-culture Sea-sun-sand-culture Eco-adventure Culture-winter Sea-sun-sand-culture	Airway-seaway Airway-seaway Railway Airway-railway Railway-seaway	The center of Sea-sun-sand Cultural Eco-adventure Tourism	Short term-domestic Short term-international
İZMİR **MANİSA** **AYDIN**	Sea-sun-sand-thermal-culture Plateau-culture Sea-sun-sand	Airway-railway-seaway Railway Railway-seaway	The center of Sea-sun-sand Cultural tourism	Short term-domestic Short term-international
BOLU **DÜZCE** **ZONGULDAK** **BARTIN** **KASTAMONU**	Winter-thermal-eco-adventure Eco Sea-sun-sand-eco-adventure Sea-sun-sand Sea-sun-sand-winter	- Seaway Railway-seaway Seaway Seaway	The destination of West Black Sea (Eco-adventure- Sea-sun-sand tourism)	Short term-domestic Middle term-international
SİNOP **ORDU** **TRABZON** **RİZE** **ARTVİN** **GİRESUN** **SAMSUN** **AMASYA**	Plateau Plateau-thermal-eco Plateau-eco Plateau-thermal Plateau-eco Plateau-eco Thermal Sea-thermal	Seaway Seaway Airway-seaway Seaway Seaway Seaway Airway-railway-seaway Railway	The destination of East Black Sea (Plateau-eco tourism)	Middle term-international Long term-domestic
KAYSERİ **SİVAS**	Winter Thermal	Airway-railway Airway-railway	The center of winter- thermal tourism	Middle term-domestic Long term-international
NEVŞEHİR **KIRŞEHİR** **AKSARAY** **NİĞDE**	Culture Culture Winter-culture Thermal-culture	Airway - - -	The destination of Cappodocia (Cultural tourism)	Short term-domestic Short term-international
ERZURUM **KARS** **ARDAHAN**	Winter-thermal Winter-thermal Eco-adventure	Airway-railway Airway-railway -	The center of Winter-thermal tourism	Middle term-domestic Long term-international
VAN **AĞRI**	Thermal-eco-adventure Thermal-eco-adventure	Airway-railway Airway	The center of thermal- eco-adventure tourism	Middle term-domestic Long term-international
EDİRNE **KIRKLARELİ** **TEKİRDAĞ** **ÇANAKKALE** **BALIKESİR**	culture culture Sea-sun-sand Sea-sun-sand-culture-thermal- eco-adventure Sea-sun-sand-thermal	Railway-seaway Railway-seaway Railway-seaway Airway-airway Railway-seaway	The center of sea-sun- sand-cultural-eco- adventure tourism	Short term-domestic Middle term-international
ŞANLIURFA **MARDİN** **DİYARBAKIR** **GAZİANTEP** **HATAY** **ADIYAMAN**	Culture-eco-adventure Culture Thermal-eco-adventure Plateau-eco-adventure Sea-sun-sand-culture Culture-eco-adventure	Airway Railway Airway-railway Airway-railway Seaway -	The destination of South East Anatolian (Cultural-eco- adventure tourism)	Short term-domestic Short term-international
İSTANBUL	Culture	Airway-railway-seaway	Urban tourism center	Short term-domestic Short term-international
BURSA **YALOVA**	Culture-winter-thermal Sea-sun-sand-thermal	Airway-seaway Seaway	The center of winter- thermal tourism	Short term-domestic Middle term-international
ANKARA	Thermal-culture- Plateau	Airway-railway	Urban tourism center	Short term-domestic Middle term-international
KONYA	Culture	Airway-railway	Urban tourism center	Short term-domestic Middle term-international

CONCLUSION

As observed in Table 8, Turkey has a very large potential to be realized of touristic variety. To spread the tourism to 12 months after increasing the variety of tourism, it is not difficult to establish short and long term goals for Turkish tourism in accordance with its existing potentials. What is to be done for domestic tourism in Turkey is to awarding incentives to the regions lacking infrastructure. The important point is that Turkey, failing to get the share its deserved share from the international tourism, should develop its tourism efforts in a planned manner.

In addition to natural, cultural and historical resources and good climatic conditions for tourism planning, the destinations should be in a position to hold the economic, political and cultural importance and able to offer the best service so that they can be top in transportation and communication and be able to be the center of international economic, social and political system.

In the urban regions, touristic development depends on tourism development policies and resource variation efforts, rather than being demand driven. The success of urban regions in tourism depends on their entertainment facilities, existence of an international airport and accommodation facilities to satisfy the visitors and other facilities as well as on the potential they own. From this point of view the urban areas should be considered as an integral part of the surrounding areas.

In the process of scheduling, infrastructure, the development of touristic regions and centers as well as a variety of touristic products should be taken into account. Designated provinces should be promoted in the international markets, and railway, airway, highway and seaway transportation routes should be developed in coordination. All these efforts should be conducted in an integrative fashion. Cooperation between cities should be established in order to increase productivity of investments for the aims of planning. It is important for the tourism industry to balance tourism services, touristic products and infrastructure with the demand for the destination. The priorities should first be established to develop tourism. Management of tourism development in the urban regions and planning strategies for tourism activities placement is foundational. Failure to use the existing potential is further indicated with the much lesser developed tourism sector in Turkey when compared to existing resources. Parallel to this, Turkey has not reached the point it deserves in global tourism market and the economic revenues of tourism are therefore less than the expected level.

Turkey is a large country with many touristic resources. There are a number of regions in Turkey, which differ from each other in regard to socio-economic development and differing potentials. Because of the influence of tourism on development, Turkey's regions with less developed socio-economic structures are very important in regard to touristic potential. The development of the tourism sector needs a strong infrastructure. As the new investments to be made in various regions are costly and require a long term, projections in terms of planning strategies stabling inter provincial communications to ensure investments not turning into obsolete facilities are crucial aspects. A phased development is therefore a must for Turkey's tourism planning. A successful development in tourism can only take place after planned and long term efforts. The provinces with an established infrastructure are in a good position. Those provinces should have priority in the planning and investment activities in the short term as for advertising and marketing; these regions should hold a strategic importance.

Priority strategies should be developed to help the regions with an existing infrastructure and touristic resources in reaching the success they deserve in the tourism market. While at the same time development plans should be issued for other relatively disadvantaged and they should be advertised in the market with their differing resources and new infrastructure opportunities. Tourism development should be planned and implemented according to short, medium and long-term projections.

Employing tourism as a means of development is not an approach, which will yield, in the short term. In the long term the detailed analyses to be produced in accordance with the planned development and the strategies to be determined are very important for Turkish tourism, which only has sea-sand-sun for time being.

Turkey's tourism planning and organization efforts should be sustainable without being affected by political interests and developments. Active, renovative and continuous policies should be established for the sake of competition. The investments in tourism projects should be programmed. Where the investment priorities change, investments to tourism projects may impose negativities for sustainable planning. Rational resource use should be given importance in the efforts of planning. A sustainable tourism development policy should understand dynamics and relations between tourism activities and arrangement of touristic resources.

The strong and weak aspects of the destination should be well understood in tourism policies. In the no-activity or less concentrated seasons, organization of tourism activity plays a key role for planning and marketing strategies. For that purpose, special arrangements or package tours should be adjusted according to the entire variables.

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